



## REQUEST FOR PROPOSAL

QUESTIONS		RESPONSE
Firm History and Experience		
1	Provide a brief history of your firm including size, volume of business, locations, number of years in business and business philosophy.	<p><b>History of McClone</b> - McClone, based in Menasha, Wis., was founded in 1949 by Ralph McClone. In 1987, Mike McClone (son of Ralph McClone) purchased the company and was then joined by his brothers Dan, Pat and Brian McClone. McClone experienced unprecedented growth over the next 20 plus years. In 2018, Dustin McClone (son of Mike McClone) and Erik Brenn purchased the company and continue to expand the business.</p> <p><b>McClone Today</b>- McClone is headquartered in Menasha, Wis. The company operates six additional regional offices in Fond du Lac, Green Lake, Madison, Milwaukee, Oshkosh and Sheboygan. In 2013, McClone acquired Burkart-Heisdorf Insurance expanding into East and Central Wisconsin.</p> <p><b>Philosophy</b> - McClone believes you have the power to take control of rising costs. Partnering with our clients and the community we empower you with the tools, resources, technology and education to make informed decisions to drive down costs and save time. Making a difference in the community is as important as our commitment to our client partners. We do this in a variety of ways, including 10% of every dollar we earn goes back into the communities we serve through our charitable foundation and other corporate gifts.</p> <p><b>Volume of Business</b> - We are one of the largest privately held insurance agencies in Wisconsin with resources that rival national agencies and the personal touch of a local partner.</p> <p><b>Recognitions</b> - 2018 Gold Level Well Workplace Award from the Wellness Council of America, 2016 Best of the Valley, 2015 Business of the Year Award (in the large employer and service category) from the Fox Cities Chamber of Commerce, 2014 Top Performing Insurance Agency from SECURA Insurance, 2013 Family Business First Award of Northeast Wisconsin, 2012 Gold Level Well Workplace Award from the Wellness Council of America</p> <p><b>Number Employed</b> - More than 100 professionals</p> <p><b>Leadership</b> - <a href="#">Dustin McClone</a>, President &amp; Chief Executive Officer  <a href="#">Erik Brenn</a>, Chief Financial Officer; <a href="#">Bill Julius</a>, Executive Vice President of Sales; <a href="#">Lisa Van Straten</a>, Vice President of Human Resources</p> <p><b>Headquarters</b> - 150 Main St., Menasha, WI 54952   Phone: (920) 725-3232   Email: <a href="mailto:info@mcclone.com">info@mcclone.com</a>   Website: <a href="http://www.mcclone.com">www.mcclone.com</a></p> <p><b>Regional Offices</b> - Fond du Lac   Green Lake   Madison   Milwaukee   Oshkosh   Sheboygan</p>
2	Describe the visibility and influence of your firm in the employee benefits field.	<p>McClone is leading the charge in creating a better way to manage the cost of healthcare. Not only are many local providers our clients, but we work together to bring innovative solutions to employers. We feel that by working together, we are able to create better access to routine care for physical and mental health, along with controlling costs for many catastrophic claims. We also have an exclusive partner that allows us to gain greater control over pharmacy spend, specifically specialty medications. Our clients have seen a reduction in pharmacy spend as high as 30%.</p> <p>We believe we have the ability to be a driving factor in how healthcare today is done, reducing claims, educating and empowering employees to be savvy consumers, and improving the health and well-being of each member on the plan.</p>
3	Provide details of your firm's financial status and stability.	<p>McClone has been in business since 1949 and has been and continues to be privately held throughout that time. While our financial information is privately maintained, our longevity in the market, our reputation and growth exemplify our stability to be here for our clients now and into the future.</p>
4	Discuss any impending changes to your firm that could impact the delivery of your services.	<p>McClone added Bill Julius, Executive Vice President of Sales, in January. He is working to create an in-house risk management team to supplement and support McClone's already existing partnerships and service model which is founded on a client centric approach to customizing our services to meet the unique needs of our clients. Over the next 90 days McClone will be adding internal risk management to support both our commercial insurance and employee benefits divisions. The employee benefits risk management team will be comprised of:</p> <p><b>Compliance Attorney</b> – is responsible for educating and consulting our clients in the areas of compliance and healthcare reform.</p> <p><b>Human Resource Consultant</b> – will be responsible for supplemental HR consulting to support our client's internal HR team. We current have one HR consultant on the team and will have a second joining us in May.</p> <p><b>Wellness Advisor</b> – will be responsible for the creation, implementation or support of client's wellness initiatives. Anticipate start date is prior to May 1st.</p> <p><b>Communications Advisor</b> – will be responsible for creating communication strategies for our clients, including enrollment. Anticipated start date is prior to May 1st.</p> <p><b>Underwriting Advisor</b> – will be responsible for funding forecasting and monitoring of client's performance on a monthly basis. McClone currently has that role today, but will be creating and enhancing reporting moving forward based on input from our clients.</p>
5	Has your firm been subject to any lawsuits or settlements in the past five years?	<p>Our firm was the plaintiff in a civil suit action in 2014 which arose over a non-compete issue with former employees. The suit was settled and dismissed in 2014.</p> <p>Our firm is one of five defendants in a civil suit action started in 2018 which arose over an internal dispute by a shareholder and former employee. The suit is currently on-going with a trial date set for Q1 2020.</p>

Account Team Qualifications		
6	Provide an overview of the account team that would be assigned to Goodwill NCW. For each member of the team, provide highlights outlining qualifications and experience. Provide a summary of roles and distribution of responsibilities.	<p><a href="#">Sarah-Beth Janssen</a>, Strategic Risk Advisor, Employee Benefits Will serve as the lead advisor for Goodwill NCW and is responsible for the overall strategy and execution of your services. With over 15 years of experience in employee benefits, Sarah-Beth received her bachelor's degree in Marketing from Northern Michigan University. She is active in the community and currently serves as President and Co-founder of <a href="#">Children's Cancer Family Foundation of Northeast Wisconsin</a>. In 2017, Sarah-Beth was recognized as a <a href="#">Future 15 Award</a> winner and was recently featured in</p> <p><a href="#">Emily Poeschl</a>, Account Executive, Employee Benefits As your lead day to day contact, Emily will partner with Sarah-Beth to service Goodwill NWC and implement the appropriate services as needed to achieve your employee benefits goals and initiatives. Emily primarily works with large employers, level-funding and self-funding clients. Prior to McClone, Emily worked for Humana as a quoting specialist and then transitioned into Case Installation for about 3 years. She has her Bachelor of Business Administration from the University of Wisconsin Oshkosh with majors in Accounting and Finance and minors in Insurance and Financial Planning. With over 7 years of insurance experience, Emily has been with McClone for over 4 years.</p> <p><a href="#">Paul Kaster</a>, J.D., Director of Compliance and Risk Management Paul recently joined McClone and brings with him over 25 years of experience in ERISA, COBRA, HIPAA, contract negotiation, claims management, safety and loss control. Paul will be the lead for Goodwill NCW on compliance and healthcare reform, as well as help to oversee the rest of our risk management team.</p> <p><a href="#">Marie Smith</a>, Employee Benefits Manager Marie oversees the account services team and holds a strong background in compliance. Marie has more than 13 years of experience with McClone and has held various positions as she has grown with the company. This gives her a unique perspective and the knowledge and experience to lead the service team and develop process and procedures to meet the need of our clients. Marie received her Bachelor of Science in Business Management from Silver Lake College and is a licensed group benefits associate (GBA)</p> <p><a href="#">Bill Julius</a>, Executive Vice President of Sales Will serve in an executive oversight capacity and manage the strategic partners and planning for Goodwill NWC. Bill recently joined McClone and has over 12 years of insurance experience and more than 20 years of leadership experience. He received his Bachelor of Science in Finance and Accounting from Carroll University</p>
7	Describe your approach to the ongoing training of your staff.	The world of employee benefits is ever-changing. Because of this, we require all of our staff to attend monthly trainings on regulatory and compliance related topics. We also meet as a benefits department on a monthly basis to collaborate on various topics and case studies on client situations that have arisen to ensure the team learns from each other.
Clients		
8	Describe at least two innovative strategic solutions you have implemented for clients similar to Goodwill NCW that highlight your benefits consulting expertise.	<p>Omni Glass &amp; Paint is a great example of a client who we partnered with to implement several creative strategies and the results show in their claims experience. We implemented a few cost savings measures to their plan and we worked very hard to ensure their employees understood the “why” behind the changes we were making. Their employees bought in to the changes right away and asked for more help in making better health care choices. Here is a link to a YouTube video describing some of these strategies: <a href="#">Omni Glass &amp; Paint</a></p> <p>The City of Sturgeon Bay is another great example of the implementation of strategic solutions. When we began working with them, their loss ratio was 214%. After implementing initiatives to educate employees on health care choices and providing targeted assistance through a wellness program, their loss ratio dropped to 70%. In the last three years, they have had an overall increase to their rates of -1%. Read more about this success story here: <a href="#">The City of Sturgeon Bay</a></p>
9	Describe your internal mechanism for ensuring customer satisfaction with your services.	Client loyalty is very important to McClone. We have internal policies on response times to ensure our team is consciously responding in a timely manner. We require all emails to be responded to within 24 hours and all voicemails within 4 hours. McClone also surveys our clients on an annual basis, using the net promotor score survey model, to continuously monitor our client's perception of the service they receive from us.
10	Provide contact names and phone numbers of three like size references including length of relationship and description of services.	<p><b>Menasha Joint School District</b> Peter Pfundtner, Director of Human Resource Services, Director of Technology Services   pfundtnerp@mjsd.k12.wi.us   920-967-1400 Brian Adesso, Director of Business Services   adessob@mjsd.k12.wi.us   920.967.1427</p> <p><b>Miron Construction</b> Dean Basten, Secretary/Treasurer &amp; CFO   dean.basten@miron-construction.com   920.969.7068</p> <p><b>Bergstrom Corporation</b> John Hogerty, II, Executive Vice President &amp; General Counsel   jhogerty@bergstromauto.com   920.725.4444</p>
Services		
11	Provide an overview of your approach to strategic planning.	Starts with learning about the values of the organization, their strategic initiatives, the goals of their benefit program. After that, we perform a risk audit to identify any potential risk (cultural, tactical...like plan document language, cost containment, communication, etc). Once the audit is complete, we present our findings and build out a strategy based upon their values, initiatives, and goals, along with our findings to reduce the over risk and spend to the client.
12	Provide an overview of your account support and administration services, including enrollment coordination and ongoing support for Goodwill employees.	McClone has a very direct client service model. Each account has at least one Risk Advisor and one Account Executive, with support internally behind the scenes. We are currently in the process of forming a Risk Management team, as noted above, to provide additional resources to our clients. By using this model, it allows clients to build a very solid relationship with both the Risk Advisor and the Account Executive and creates a streamlined experience when contacting our office. We welcome calls from employees directly, as long as the organization will allow this, to assist in escalated claim issues or other benefits concerns. Employee communications is a large area of focus for our agency. As a team we work alongside clients to create and distribute benefit information. We love communicating with employees directly through employee meetings and other electronic presentations to educate employees on their benefits, wellness initiatives and health care consumerism.

13	Describe your capabilities in ongoing plan performance monitoring, plan performance forecasting, claims experience analysis, benchmarking, and reporting and provide samples.	<p>McClone's process for every client is to identify risk, develop strategies and implement solutions to mitigate that risk and to monitor the results. We monitor the results using various tools internally, as well as the tools provided by the insurance carriers themselves for any custom performance indicators.</p> <p><b>Plan performance monitoring</b> - We use a monthly snapshot report to provide a quick view of how the plan is running.</p> <p><b>Plan performance forecasting</b> - We do this a minimum of two times a year, using past performance indicators, industry trend, enrollment/plan changes and projected high-cost claimants.</p> <p><b>Benchmarking</b> - We do this a minimum of once a year using industry specific data, when available. Not only do we focus on the medical plan, but we also compare our clients' life and disability plans as well.</p> <p><b>General reporting</b> - At McClone, we do not take a "one-size-fits-all" approach when it comes to reporting. Many of our self-funded clients have allowed us to consume medical/prescription claims, biometric data and onsite clinic utilization to assist the client on finding "gaps in care." By identifying gaps in care, we are able to provide the health coach and/or clinic staff with specific goals to implement. We are also able to monitor the results of any wellness efforts on the health plan itself.</p>
14	Describe your capabilities in employee communications.	<p>Proper education on benefits will help Goodwill NCW gain better value on the money spent on their benefit package. There is a direct correlation between the satisfaction level employees have about their benefits package and how it's communicated. If a business offers sub-par benefits, but has excellent communication, the employees perceive the benefits to be above average. If the benefits offered are excellent, but communication is poor, the employees perceive the benefits to be below average. Customizing the right communication strategy is a key component to what we do.</p> <p>We believe that education is incredibly powerful. We take education in consumerism very seriously. Not only does this empower the employee to make better choices when consuming healthcare, but it saves them and the plan money. We have a way to engage employees that opens their eyes to a new way of getting the care they need and it's proven to be successful time and time again. There are so many simple things people can do to keep money in their pocket and plan costs down. We're very passionate about teaching people why we need to work together to consume wisely and protect our over plan costs. We have several presentations already done on consumerism topics. Take a look at just a handful of client favorites below:</p> <ul style="list-style-type: none"> <li>• Where to go for non-emergency care</li> <li>• How to shop for prescriptions</li> <li>• What questions should you ask your doctor</li> <li>• How to utilize the transparency tools with your insurance carrier</li> </ul> <p>We typically get great feedback and employee engagement on these. It's important to us that we paint the picture with real life examples, so that people can apply the information we give them to their own lives.</p> <p>We also have a unique tool that allows us to take the majority of new hire benefit communication off your plate. This may or may not be of value to you depending on your current needs, but we will definitely explore the possibility. Whenever possible we will help create efficiencies with technology and create an environment of employee accountability.</p>
15	Describe your consulting and educational services around legal compliance.	<p>At McClone, we believe compliance is the foundation to all employee benefit plans. We review and continuously monitor regulatory compliance with our clients to ensure any potential concerns are minimized. We provide monthly webinars on compliance or human resource related topics to ensure clients receive the most up to date information available.</p> <p>People, Process and Communication drive our approach to legal compliance for our clients. For people, we have a Compliance Director on staff. We also have a partnership with a leading national ERISA law firm and are in the process of hiring and on-staff attorney as well. We believe this dual approach gives our clients the best of both worlds by providing access to a leading ERISA law firm that could represent them if needed because they are not on staff, and internal resources to ensure proactive compliance is achieved for our clients. For process, McClone has developed a proprietary tool (Client Profile 360) that proactively identifies compliance gaps and is updated as compliance regulations change. For communication, with the Client Profile 360 as a foundation, we provide compliance updates in our regular client meetings, have law alerts automatically sent out as they become available, and have regular compliance webinars available as well.</p>
16	Describe your use of technology to support online employee services and education.	The benefits industry is currently experiencing a technological boom of new tools to help employers communicate their benefits. We work with clients to create a customized approach and assist in the selection of any technology that fit the specific needs of the organization. We provide a benefits explainer video to all clients who want to provide a consistent message to all employees. We also have the ability to conduct employee meetings through the use of "Go to Meeting" should an employer need to communicate with employees offsite or in outlying areas.
17	Describe any additional service options that may be of interest to Goodwill NCW.	McClone also specializes in providing business insurance including enterprise risk management, human resource services and 401K services. We also provide personal insurance, family business continuation, individual health and Medicare.
18	Describe Attributes that make you a valuable strategic partner to Goodwill NCW.	Plain and simple, we genuinely care about our clients and each one of their employees. We believe in empowering employees with education allows them to be a savvy consumer in the mangled world of healthcare. It keep money in their pocket and reduces the plan spend. We will not settle for the industry as it stands today and am committed to building a better way to obtain care. We need to break down the barriers to get basic care and have programs in place to reduce spend with the catastrophic claims. By methodically protecting the employer's risk, building a plan that reduces spend and provide better access to quality care, and teaching the employees how to use it, we can better retain employees, drive satisfaction and reduce costs!
<b>Compensation</b>		
19	Describe how you expect to be compensated for the services outlined in this proposal.	Transparency and value are at the core of McClone's compensation strategy. We work with our clients on a commission arrangement, fee arrangement, or both. The strategy we adopt with every client is based on their preference, and would be determined through mutual agreement by both parties.
20	Goodwill NCW believes in full transparency. If you are selected as our broker, we require that your feels be separately disclosed from all other fees. Will your firm be willing to partner with Goodwill NCW and disclose all fees?	<p>McClone believes in full transparency as well. Our commission and/or fees would always be shown separately and fully disclosed.</p> <p>An example of true transparency at McClone is that over 80% of our industry receives a dispensing fee per script that runs through the pharmacy program. This portion of broker compensation is rarely disclosed. McClone's traditional practice is to negotiate our pharmacy program to not include any additional compensation to our agency.</p>